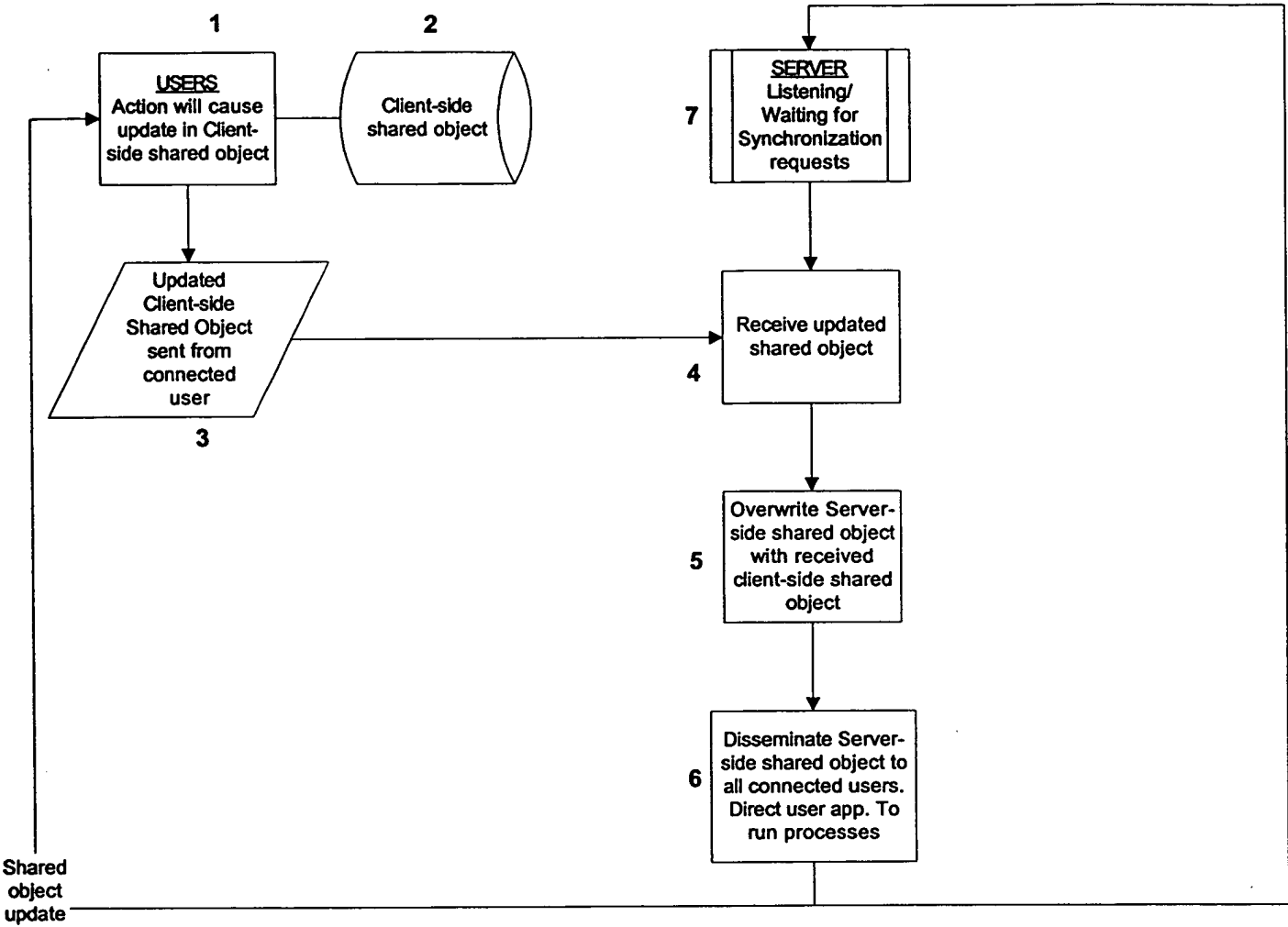


FIGURE 2

# Synchronization Process



**FIGURE 3**

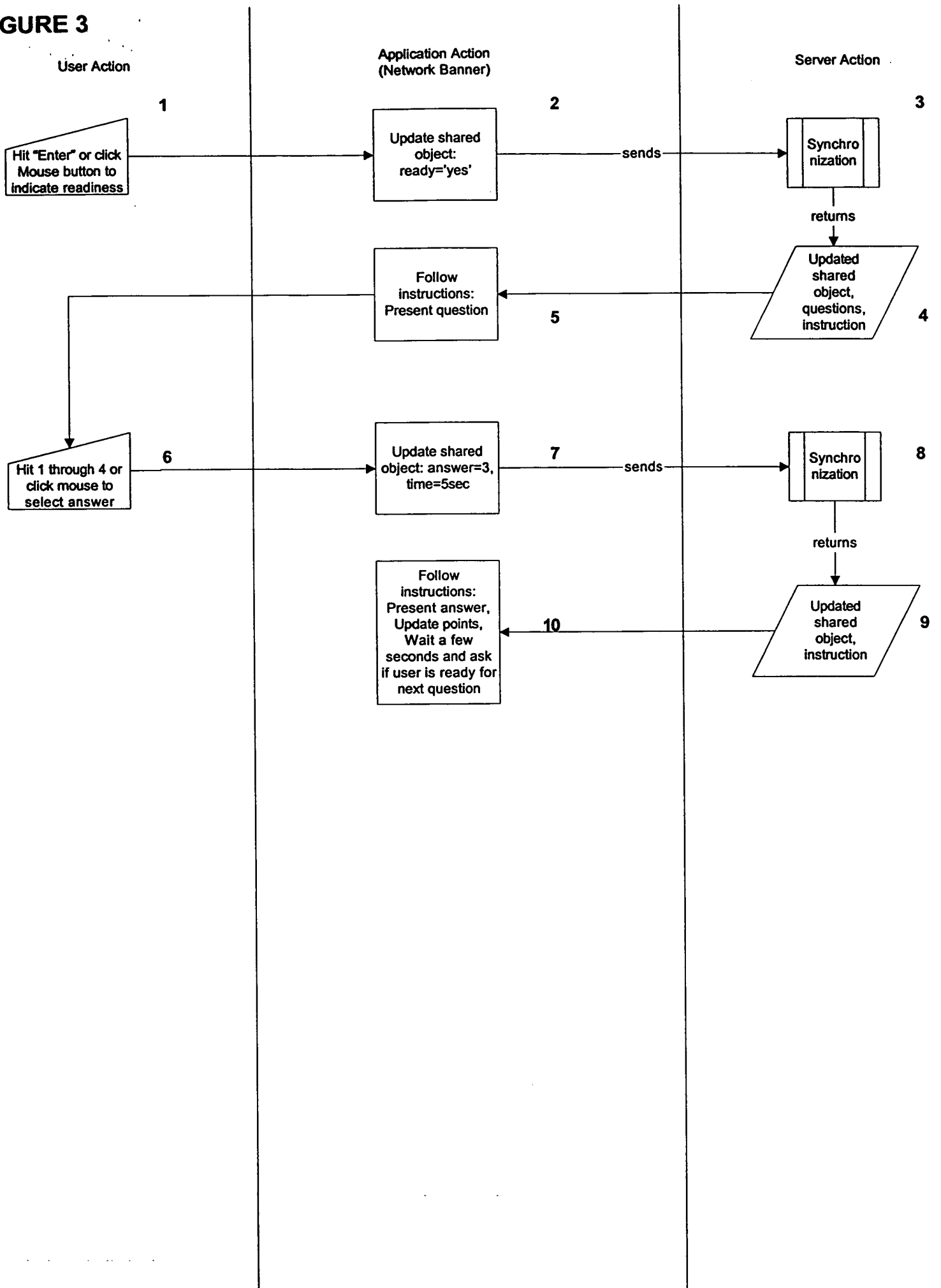


FIGURE 4

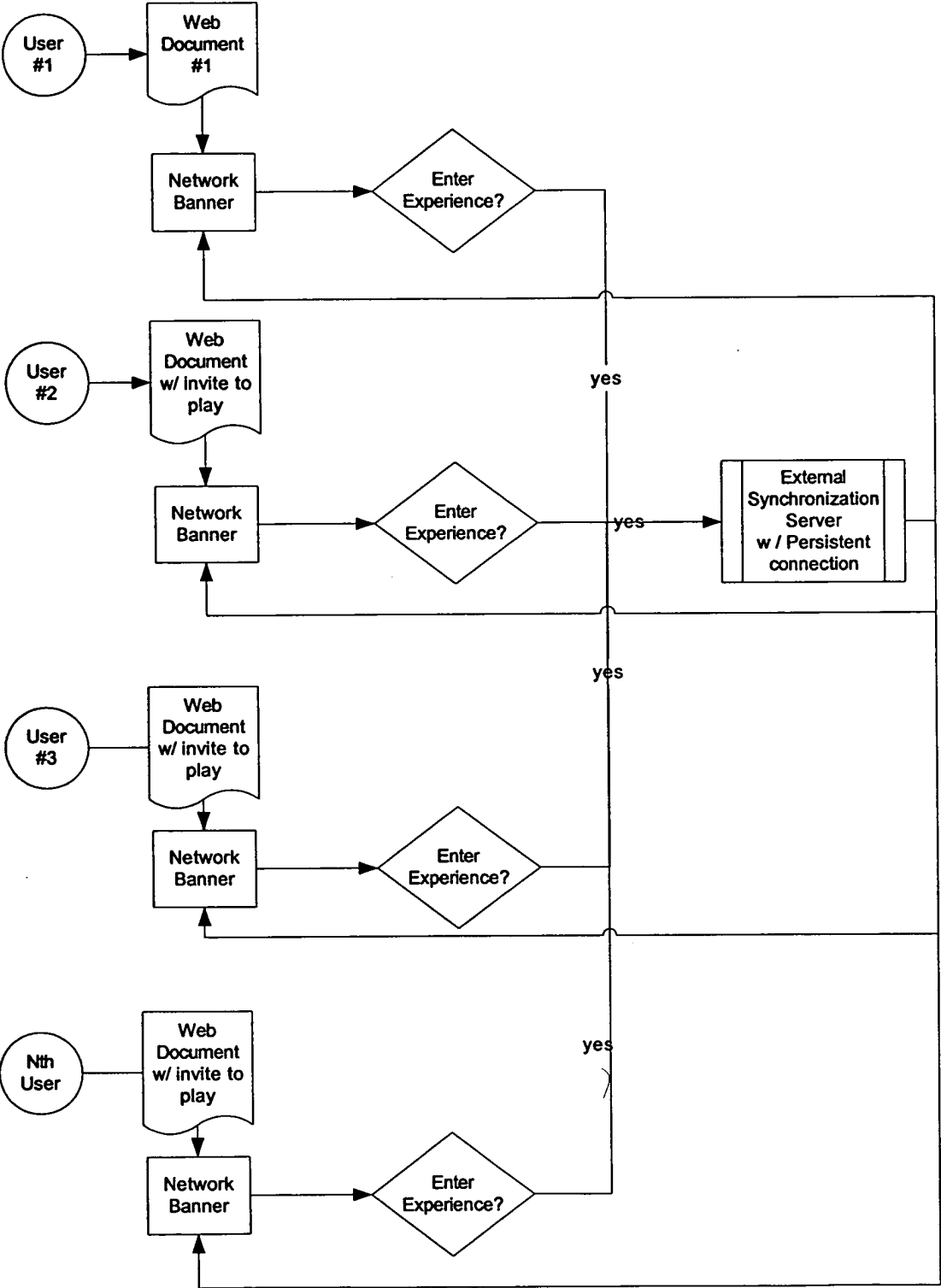


FIGURE 5 User Experience

User 1 sees banner on News site.

User 2 sees banner on Sports site.

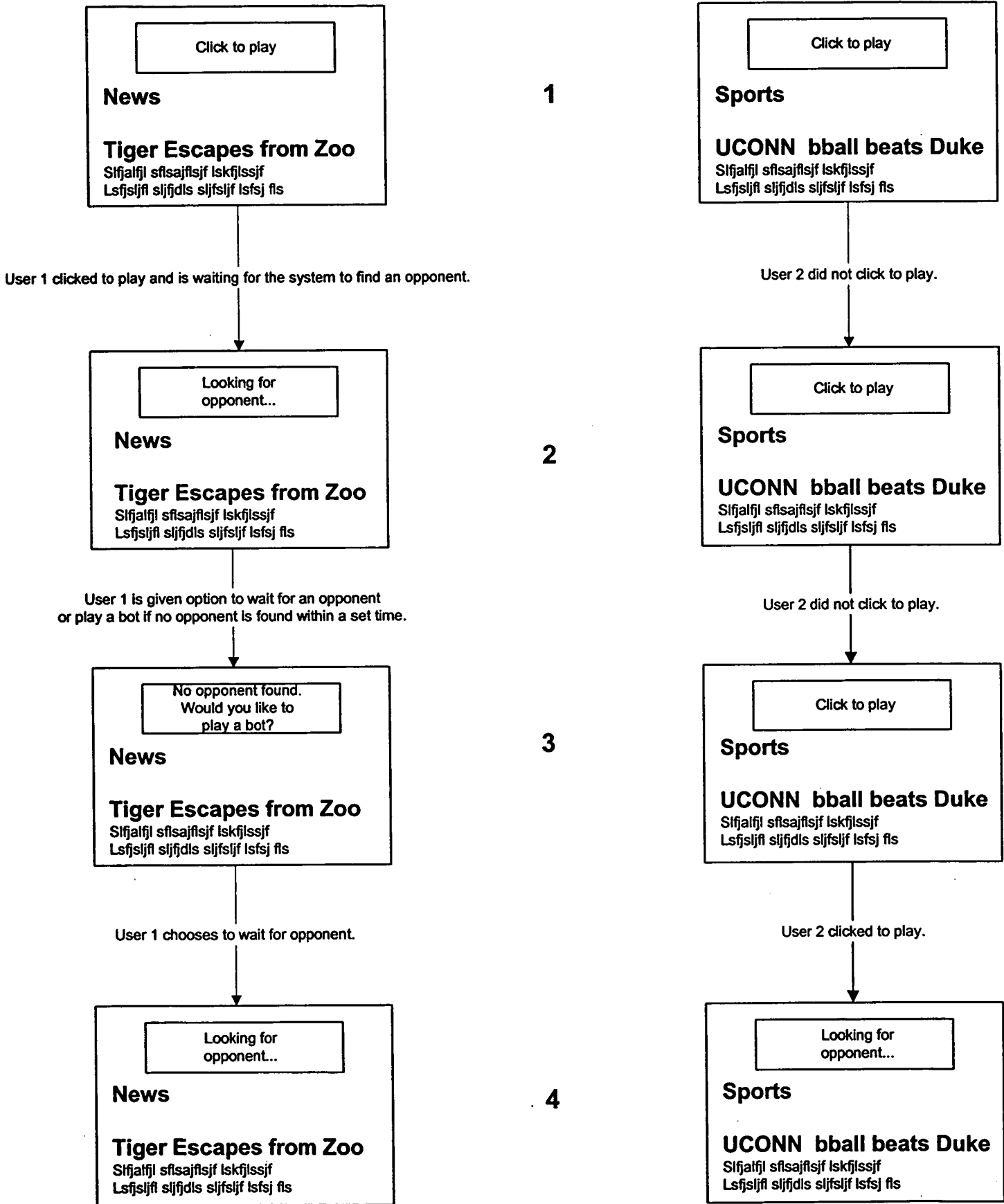
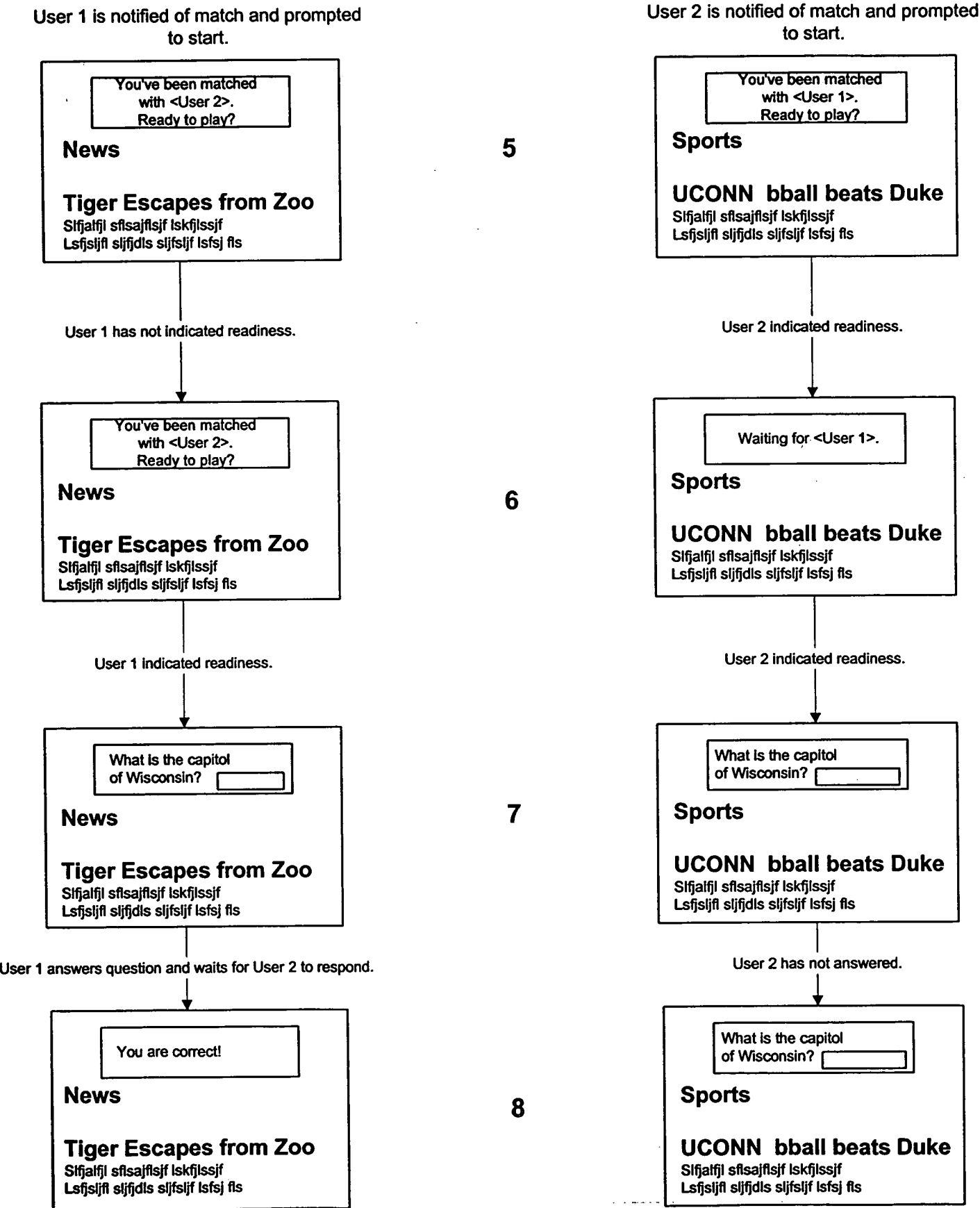


FIGURE 5 cont.

System matches User 1 with User 2.



**FIGURE 6**

